

Louisville Public Media Community Advisory Board Meeting Minutes
March 9, 2021 via Zoom call

LPM Staff in Attendance: Daniel Gilliam, Stephen George, Jonese Franklin, Ellen Oost, Stacy Owen, Rachel Raphael

CAB Members in Attendance: Marie Dever, Kenisha Thompson, Beth Howard, Bill Coleman, Donna Peak, Eric Gurevich, Kate Caufield, Laura Warren, Mac Brown, Marcelline Coots, Natalie Stelzer, Scott Estes, Todd Read

- Meeting called to order at 4:35pm

- Welcome (Marie Dever)

- Minutes from the January meeting were approved.

- Spring Drive/Membership Update (Ellen Oost)
 - Our last spring drive was cancelled due to COVID19 (and since then we've done some shortened and a fall drive all working from home), so we're wondering what to expect. We're confident listeners will feel good about the services we've provided this past year.
 - We'll have light recorded pitching over the weekend, full live/remote pitching on Monday through Friday.
 - The CAB challenge is Thurs 3/25. Matching dollars is one of our most successful tools.
 - Premiums this drive are an LPM umbrella (\$15/month) and an LPM insulated mug (\$20/month) with a Heine Brothers coupon.
 - Please let us know any feedback you have about what you're hearing on air during the drive.

- Station Updates:
 - *WUOL* (Daniel Gilliam)
 - We [welcomed Colleen Phelps](#) as music director and host (on air Monday through Friday, 9am - 1pm). Music Director is a new position for WUOL. Colleen will work with our overall sound and programming, and her shift expands our local hours on air (which is part of our DE&I goals). She's based in Nashville but coming to Louisville as needed. She programmed an [all-women playlist for International Womens' Day](#).

- Engagement Manager for Music Education Kiana Benhoff is working on a new series, “Local Legends.” She’s talking to artists about how they use their music in educational ways for young folks (coming in the spring).
 - The Music Box Season 5 is also coming this spring with Faith, Tara and Kiana.
 - *WFPK* (Stacy Owen)
 - We’re doing a bunch of features for Women’s History Month -- you can see the full schedule [here](#).
 - We’re repurposing audio from [The First Cut video series](#) and turning it into a podcast; stay tuned for a drop date. The second season of The First Cut will drop at the end of summer or early fall.
 - We’re doing a 90s music countdown during spring drive, cast your votes!
 - We just released an update on Waterfront Wednesday: it’s still delayed, but we’re hoping to have a safe version of it later in the summer.
 - *WFPL* (Jonese Franklin)
 - WFPL is hiring! We’re currently working on the interview process and hope to make announcements soon.
 - Bec is on parental leave, congratulations Bec!
 - This week marks a year since Breonna Taylor was killed and we have a variety of coverage: different features on Morning Edition, covering a weekend event in her honor, and Tamika Palmer (Breonna Taylor’s mother) will be a guest on In Conversation this week. See the full list [here](#).
 - Coverage of COVID19 continues.
 - We have a [Facebook Live event](#) next Friday with the hosts of [Throughline](#) (the program was recently added to Saturdays at noon).
- Discussion of Removal of Non-Attending CAB Members/Plans For New Members (Marie Dever)
 - Members who haven’t attended a meeting in a year were contacted. Several folks responded and resigned.
 - José Aponte and Kimé Le also have resigned due to schedule conflicts.
 - Call for motion to remove non-attending members; motioned by Donna Peak, seconded by Mac Brown, motion passed.
 - Mac Brown is rolling off at the end of this term, bringing it to a total of 7 open spots for new members to begin in July 2021 term.
 - Procedure: LPM will run spots on air, in newsletters and on social media calling for applications. Applications are taken on the [CAB website](#). CAB members will interview applicants and make recommendations for the full board to vote on at the May meeting.

- Mac has created some great talking points from the last interview process that are available.
 - Please let Marie know if you are interested in conducting interviews.
 - Marie and Kenisha's officer terms will also be ending this year. Please let Marie know if you're interested in serving as an officer.

- Discussion of LPM Response to CAB Reports
 - Several members of CAB thanked LPM for the thoughtfulness and thoroughness of their response.
 - Stephen elaborated that the expansion LPM has done is due to a significant expansion in marketing, and acknowledged that LPM is working on developing more direct marketing in areas we would like to grow in (i.e. south and west Louisville and southern Indiana). We're working on developing membership and major giving further to accomplish that.
 - Marie asked about LPM's Nielson ratings and how Louisville's type of market helps or hinders.
 - Daniel explained that the other type of market is a PPM (portable people meter; where people carry a key fob type device that picks up on radio signals). Our current market is a diary -- where people write down what they hear/listen to. We don't have control over what kind of market we're in and markets of our size don't typically get converted to PPM.
 - A new, year-round method called Continuous Diary Measurement might be available in the future; but we don't know if it would be financially advantageous.
 - Bill asked about other ways of data gathering through Nielson, and Daniel responded that it's a combination of web/phone and being proactive about technology changes; but we always need to be mindful of privacy concerns. Stephen mentioned that because finding causality can be difficult, we do things like plan our billboard campaign to coincide with Nielson measurement timing and look for an uptick.
 - Kate asked about the impact of driving being down due to the pandemic, but Daniel said that that trend hasn't shifted much. Time Spent Listening is down slightly, but that's mostly due to people having more and more options of things and ways to listen.
 - Kenisha asked about zip code measurement for event attendees.
 - Stephen replied that it's a good thought and depends on the event. For example, Waterfront Wednesday will be ticketed this year due to COVID19, so it will be possible and could teach us a lot. But normally Waterfront Wednesday is ticketless and free/open so we wouldn't have that capability. Therefore our approach is to look for opportunities where it is possible and see what we can learn.
 - Marie asked if we get any zip code data from our web traffic, but we can only tell if web traffic is local or not.

- Community Resources were a big part of the CAB's questioning in the report, and all the resources provided about the pandemic have really fulfilled that.

The meeting was adjourned at 5:22pm.

The next Community Advisory Board meeting will be Tuesday, May 11, at 4:30pm.